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FAX #: (571) 273-8300  
TO: Commissioner for Patents  
ATTENTION: Examiner Raquel Alvarez  
ART GROUP NO.: 3622  
FROM: ☐ Jeffrey A. Proehl ☒ Wanita Jacobsma  
☐ Denise Moani Nelson

RE: Appln. No. 09/472,666 Filing Date: December 27, 1999  
Applicant: Keith C. Thomas

Enclosed: Amendment in response to Office Action mailed July 6, 2007.

Total Number of Pages (Including cover sheet): 17 (Please call us as soon as possible if you do not receive all pages).

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Handwritten signature of Wanita Jacobsma in cursive script.

Signature

☐ Jeffrey A. Proehl  
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Appln. No. 09/472,666  
Amendment dated October 9, 2007  
Reply to Office Action mailed July 6, 2007

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Docket No. P1485US00  
Attorney's Docket No. 30029

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appln. No. 09/472,666 )  
First Named Applicant: KEITH C. THOMAS )  
Filed: December 27, 1999 )  
For: METHOD & MEDIA FOR VIRTUAL )  
PRODUCT PLACEMENT )

TC/A.U.: 3622 )  
Examiner: Raquel Alvarez )

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT

Sir:

Responsive to the Office Action mailed July 6, 2007, please amend the application as follows:

**Amendments to the Specification:** None.

**Amendments to the Claims** are reflected in the listing of claims, which begins on page 2 of this paper.

**Amendments to the Drawings:** None.

**Remarks/Arguments** begin on page 10 of this paper.